

Investing in What's Next:

Private Equity's Quest for the Next Market Leader

The quest for *next*
Find your next growth opportunity



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Introductions

Meet today's moderator and panelists



Quest for Next Moderator

Nadya Yankovskaya Partner, **Bain & Company**

Nadya is a member of Bain's Private Equity, Consumer Products, and Retail practices, based in New York. She primarily focuses on advising investors, such as financial sponsors and strategic acquirers, on M&A topics in the consumer sector.

Her areas of expertise include due diligence and post-acquisition value creation for portfolio companies, such as growth acceleration, adjacency expansion, and other topics. She has particular depth in food and beverage investing, which spans from CPG brands to supply chain ecosystem players, such as contract manufacturers, to distribution channels, including grocery, convenience, and food service.



Imran Manji Partner, **Forward Consumer Partners**

Imran is a Partner and member of the founding team at Forward Consumer Partners, a private investment firm focused on branded consumer businesses.

Prior to Forward, Imran was at McKinsey & Company for close to a decade, where he was a Leader in the Global Consumer and Private Equity practices.

Imran counseled clients across the consumer sector, spanning North America, Latin America, and Europe.

Imran received a BBA from Emory University, with highest distinction, and an MBA from Harvard Business School. He serves on the Board of Directors of Firehook Bakery, Xochitl, and Bar Keepers Friend.



Caroline Lippman Senior Associate, **Coefficient Capital**

Caroline is an investor with Coefficient Capital, a multi-stage venture capital and growth equity firm based in New York City.

Coefficient invests in consumer and technology businesses at the forefront of irreversible consumer shifts, and select investments include Kate Farms (acquisition announced with Danone), NomNom (acquired by Mars), Just Spices (acquired by Kraft Heinz), Oatly (IPO), Lemme, Sauz, GORGIE, Magic Spoon and more.

Caroline works closely across the food & beverage, pet, supplements and wellness sectors.



Leon Lacs Senior Associate, **WM Partners**

Leon Lacs, Senior Associate, joined WM Partners in 2020. He is a member of the investment team and supports the deal team by identifying, evaluating, and executing investment opportunities, as well as monitoring existing portfolio companies. Prior to joining WM Partners, Leon worked at Sunlight Financial in New York City.

Leon graduated from the University of Florida where he earned an M.A. in International Business and B.S. in Finance. He is also a CFA® charter holder and a member of the CFA Society of Miami.



Rebecca Granne Senior Director, **Advent International**

Rebecca joined Advent in 2020 and is a Senior Director in New York. She is a member of the Portfolio Support Group. Rebecca works with management teams to improve performance and deliver results needed to realize the investment thesis.

Prior to joining Advent, Rebecca was Senior Vice President of Growth at the private equity firm Serent Capital, where she focused on value creation for SaaS-based companies across a wide-range of sectors. Before Serent, Rebecca served as the General Manager of North America for Hydralyte, an Australian health and wellness consumer brand. Previously, Rebecca worked as the VP of Global Consumer Marketing for Mylan Pharmaceuticals. Prior to Mylan, Rebecca worked at PepsiCo, where she was responsible for the Aquafina and SoBe brands, and at Avon, where she led global digital strategy and operations. She began her career at McKinsey & Company as a consultant for media and technology companies.

Rebecca received a BA in Political Science from Yale University.



Emerging Consumer Trends in the CPG Space



Emerging Consumer Trends in the CPG Space

Audience Poll

What emerging behaviors or shifts in the market do you see as having the biggest impact in the next 3 years?

- a) Increased demand for health and wellness products
- b) Growing preference for sustainable and eco-friendly products
- c) Rise of digital and e-commerce shopping
- d) Personalized and customized product experiences



Emerging Consumer Trends in the CPG Space

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Bain & Company



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Target Screening, Sourcing & Due Diligence



Target Screening, Sourcing & Due Diligence

Audience Poll

What is the most critical factor for private equity when investing in a CPG brand?

- a) Innovation and product differentiation
- b) Market share and growth potential
- c) Brand reputation and customer loyalty
- d) Financial performance and profitability



Target Screening, Sourcing & Due Diligence

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Value Creation for CPG Companies



Value Creation for CPG Companies

Audience Poll

Which strategy do you believe is most effective for creating value in CPG companies?

- a) Investing in innovative product development
- b) Enhancing digital and e-commerce capabilities
- c) Strengthening brand positioning and marketing
- d) Improving operational efficiencies and cost management



Value Creation for CPG Companies

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Report Takeaway:

Global State of Health & Wellness 2025



Key Takeaways



Thank You!



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